

ABSTRACT

aimed to as well as consumer knowledge on deciding to . This is also to to conserve mackerel fish. Veronica Vony Rorong. Factors That Influence Decisions to Buy Mackerel Fish at Beringharjo Market, Yogyakarta. Guided by Budiarto and Siti Syamsiar. This study is analyze the influence of cultural factors, reference groups, economic conditions buy mackerel fish at Beringharjo Market Yogyakarta identify consumer knowledge on formalin is which is based on the results sources of data is determined purposively. The main criteria to determine is the fact that Beringharjo is the largest market The analysis model used here is logic model The method used in this research descriptive of survey and interview with primary and secondary types. The research area Beringharjo market as location research that has the highest number of fish trading. linear regression analysis . have shown 's to buy mackerel fish at The results that the variables of culture, economy and knowledge influence consumer decisions Beringharjo market. Keywords: mackerel fish , consumer decisions.